

STATE OF MICHIGAN



JOHN ENGLER, Governor

**DEPARTMENT OF MANAGEMENT & BUDGET**

P.O. BOX 30026, LANSING, MICHIGAN 48909

PATRICIA A. WOODWORTH, Director

OFFICE OF ADMINISTRATIVE SERVICES  
ADVISORY MEMORANDUM NO. 92-4

DATE: August 10, 1992

TO: All Bureaus and Offices

SUBJECT: Proper Addressing of Envelopes to be Mailed Via U.S. Postage

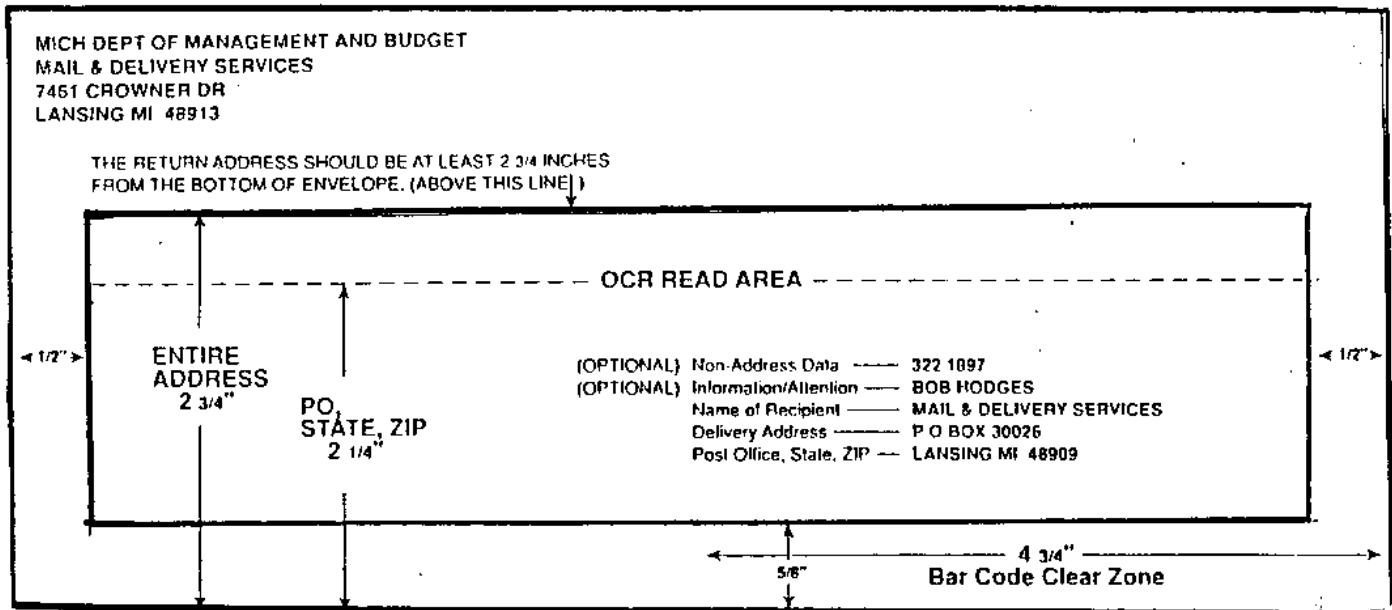
The Mail and Delivery Services Section of the Office Services Division has upgraded automated mail processing with the acquisition of a new high-speed Optical Character Recognition system. This new OCR system will read mechanically produced addresses, apply the appropriate Postnet bar codes and sort this outgoing letter size mail by zip code. With the use of this high technology equipment, all departments within state government will benefit by:

- Lower Postal Operating Costs
- More Efficient and Accurate Mail Processing
- Improved Consistency of Delivery Service

The OCR scanning and recognition processes are a set of programming routines that scan a designated area of the mail piece. To successfully scan and sort, readability standards must be maintained. This memorandum will help you to better understand these standards and will explain the terminology connected with them.

### Address Block

The entire address should be located in the address block according to the dimensions in the example below.



NOTE: This drawing is not to scale but the dimensions shown apply to a number 10 envelope.

### Address Formats

Format all lines of the address with a uniform left margin. Upper case letters are preferred on all lines of the address block. In order to reduce interference with the selection of proper address information for sorting, the last line of an address block should always be the city, state and zip code. All punctuation should be omitted except for the hyphen in the zip+4 code. The skew of the address block should not be more than (+/-) 5 degrees maximum.

(OPTIONAL)	Non-Address Data	322 1897
(OPTIONAL)	Information/Attention	BOB HODGES
	Name of Recipient	MAIL & DELIVERY SERVICES
	Delivery Address	P O BOX 30026
	Post Office, State, Zip	LANSING MI 48909

### Non-Address Data Line

Non-Address data, such as accounting numbers and subscription codes, if used, should appear in the top line of the address.

#### Information/Attention Line

This line should be used to direct mail to the attention of a specific person when a business name has been placed on the Name of Recipient line or to provide more information that will facilitate delivery.

#### Name of Recipient Line

The name of the intended recipient (business or individual) should appear on the line above the Delivery Address line.

#### Delivery Address Line

The street address, post office box number, rural route number or highway contract number should appear on this line. Mail addressed to occupants of multi-unit buildings should have the apartment number, suite, room or other unit designation immediately after the street address of the building, on the same line.

#### City, State and Zip Code

The city, state and zip code should appear, in that order, on the bottom line of the address. If all three elements do not fit on one line, the zip code may be placed on the line immediately below the city and state aligned with the left edge of the address block. The standard two-letter state abbreviation should be used.

#### Bar Coding of Mail

With the new OCR equipment, a zip+4 Postnet bar code will be printed on outgoing letter sized mail which will be pre-sorted and mailed at a discounted rate. The zip+4 bar code will be printed on the bottom of the envelope whether the address contains a 5 digit zip code or a zip+4 code in the address block.

#### Bar Code Clear Zone

The area in the example above titled Bar Code Clear Zone should be kept clear of typing or marks to allow for the printing of the Postnet bar code.

#### OCR Readable Fonts

OCR-B font, 407 font, courier font, or gothic font are recommended for addressing mail that will be processed through the OCR machine. The OCR reader is a multi-font reader capable of reading hundreds of machine produced fonts simultaneously. Highly stylized and italic fonts as well as hand written addresses should be avoided. OCRs perform best when the font used has a unique set of characters so that no character in the font can resemble another.


It must be emphasized that the selection of a font for machine reading, while important, is only a small part of producing a high degree of readability. Any font will read poorly unless the print quality is good with high uniform contrast; sharp, clear edges; and an absence of voids within characters or extraneous ink outside character boundaries.

#### Distribution of Memorandum

For your convenience, two copies of this memorandum have been provided. Please retain one copy in a central file for future reference. The other copy should be photocopied and distributed to those individuals within your agency responsible for addressing correspondence and/or mailing.

Questions regarding mailing issues may be directed to the attention of John Putnam at 51567, or Robert Hodges of Mail and Delivery Services at 25971.

Your cooperation and adherence to these procedural considerations will be appreciated.

  
William R. Buckley, Director  
Office of Administrative Services